

INFORMATION DISCLOSURE CITATION

(Use several sheets if necessary)

#2

Docket Number (Optional)

WD2-98-116

Application Number

Not Assigned

Applicant(s)

Jay S. WALKER et al.

Filing Date

March 2, 1999

Group Art Unit

Not Assigned

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
JK	A	4,723,212	02/27/87	Mindrum et al.	—	—	
JK	B	4,910,672	03/20/90	Off et al.	—	—	
JK	C	5,173,851	12/22/92	Off et al.	—	—	
JK	D	5,612,868	3/18/97	Off et al.	—	—	
JK	E	5,832,457	11/3/98	O'Brien et al.	—	—	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

JK	F	Pat Guy, "A Gift Off the Rack", USA Today, December 19, 1990 at p. 2B
JK	G	Liz Horton, "Holiday Gift Subs Up, Some Due to Novel Promotions", Folio Magazine, February 1, 1992 at p. 39.

EXAMINER

Jeffrey D. Carlson

DATE CONSIDERED

8/21/01

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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Barbara Love, "Selling Subscriptions at Newstands", Folio magazine, June 1, 1994 at p. 10.

Barbara Love, "Folio: Plus circulation; Techniques for Managing Magazine Circulation", Folio Magazine, January 1995 at p. 159.

Mark Adams, "Capell Reports Sales Drop at Stands", Mediaweek, March 11, 1996 at p. 27.

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INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)				Docket Number (Optional) WD2-98-116		Application Number 09/260,437		
<div style="position: relative; width: 100px; height: 100px; margin: auto;"> <div style="position: absolute; top: 0; right: 0; font-size: 2em; font-weight: bold;">#3</div> <div style="position: absolute; top: 50%; left: 50%; transform: translate(-50%, -50%); font-size: 1.5em; font-weight: bold;">MAY 27 1999</div> <div style="position: absolute; top: 10%; left: 10%; font-size: 0.8em; transform: rotate(-45deg);"> PATENT & TRADEMARK OFFICE U.S. DEPARTMENT OF COMMERCE </div> </div>				Applicant(s) Jay S. WALKER et al.		Group Art Unit 2761		
				Filing Date March 2, 1999				
U.S. PATENT DOCUMENTS								
*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE	
J	A.	3,890,461	06-17-75	Vogelman et al.	—	—		
J	B.	4,276,598	06-30-81	Inoue et al.				
J	C.	4,484,217	11-20-84	Block et al.				
J	D.	4,833,609	05-23-89	Grulke, Jr.				
J	E.	4,947,028	08-07-90	Gorog				
J	F.	4,984,155	01-08-91	Geier et al.				
J	G.	5,235,415	08-10-93	Bonicel et al.				
J	H.	5,413,341	05-09-95	Lieberman				
J	I.	5,521,364	05-28-96	Kimura et al.				
J	J.	5,528,490	06-18-96	Hill				
J	K.	5,544,040	08-06-96	Gerbaulet	—	—		
FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO
<div style="border: 1px solid black; padding: 5px; display: inline-block;"> RECEIVED JUN 02 1999 Group 2700 </div>								
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)								
J	L.	"MAGAZINE SUBSCRIPTION SALES CENTER," Interactive Magazine Sales, Inc., Advertisement.						
J	M.	Howland, Jennifer. "NATIONAL DISTRIBUTORS: SCANNING THE FUTURE," Folio: The Magazine for Magazine Management, Vol. 14, Pg. 69, February 1985.						
EXAMINER Jeffrey D. Carlson				DATE CONSIDERED 8/21/01				
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Group Art Unit 2761			

*EXAMINER INITIAL	OTHER DOCUMENTS	(Including Author, Title, Date, Pertinent Pages, Etc.)
jr	N.	Wood, Wally. "CIRCULATION MARKETING: LET YOUR MAGAZINE DO THE SELLING," Folio: The Magazine for Magazine Management, Vol. 14, Pg. 78, June 1985.
jr	O.	Reese, Diane. "REVITALIZING SINGLE-COPY SALES," Folio: The Magazine for Magazine Management, Vol. 15, Pg. 84, February 1986.
jr	P.	Joyce, Walter. "MUSCULAR MERCHANDISING; COLUMN," Folio: The Magazine for Magazine Management, Vol. 15, Pg. 124, June 1986.
jr	Q.	Donaton, Scott. "GIFT SUBSCRIPTIONS FIND RETAIL NICHE," Advertising Age, News Section, Pg. 37, July 16, 1990.
jr	R.	Jaben, Jan. "MAGAZINE GIFT-GIVING MADE SIMPLE AT RETAIL OUTLETS; TIME, INC., HEARST, MEREDITH TEST SUBSCRIBER SYSTEMS' METHOD OF SELLING GIFT SUBSCRIPTIONS; NEWS," Folio's Publishing News, Vol. 3, No. 2, Pg. 15, February 15, 1991.
jr	S.	"THE SUPER SUBS," Precision Marketing, No. 0, Vol. 0, Pg. 23, October 24, 1994.
jr	T.	Cyr, Diane. "DISTRIBUTION WOES; DECLINING NEWSSTAND CIRCULATION; INCLUDES RELATED ARTICLE ON PREVENTING NEWSSTAND FRAUD," Folio: The Magazine for Magazine Management, Vol. 23, No. 19, Pg. 170, January 1995.
jr	U.	Schnuer, Jenna. "OVERNIGHT OPTIONS ADD TO DISTRIBUTION MIX; DISTRIBUTION OF 'INSIDE SPORTS' MAGAZINE," Folio: The Magazine for Magazine Management, Vol. 24, No. 4, Pg. 19, March 1, 1995.
jr	V.	Hochwald, Lambeth. "POSTAL BLUES: CIRCULATORS COPE WITH THE RATE CRUNCH," Folio: The Magazine for Magazine Management, Vol. 24, No. 8, Pg. 54, May 1, 1995.
jr	W.	"TRETORN OFFERS MAGAZINE PROMO," Adweek, New England Edition, May 1, 1995.
jr	X.	Wilson, Steve. "OUT OF PRINT - BUT NOT BUSINESS; MAGAZINES MOVE AWAY FROM PRINT IN FAVOR OF ELECTRONIC PUBLISHING," Folio: The Magazine for Magazine Management, Vol. 24, No. 8, Pg. 22, May 1, 1995.
jr	Y.	"LOTTOWORLD," Mediaweek, Vol. 5, No. 19, Pg. 16(1), May 8, 1995.

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